GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:4
ANSWERED ON:26.02.2008
TERRACOTTA PRODUCTS
Barman Shri Hiten

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether Terracotta Products of West Bengal, Orissa and Assam are in great demand in European markets.

(b) if so, the details thereof, and

(c) the action plan of the Government to help small scale sector of these States to provide modern training to the potters?

Answer

MINISTER OF MICRO, SMALL & MEDIUM ENTERPRISES(SHRI MAHABIR PRASAD)

(a) Yes, terracotta products are reported to be in great demand in European markets.

(b) The details of the quantum of demand in European market for terracotta products from these States have not been worked out. However, the artisans and NGOs are now exporting terracotta products through exporters.

(c) Various activities like Design Development Programmes, Skill Development programmes, Exposure visits, etc., for terracotta artisans are being organized in different clusters every year in these States. Besides, the professional organizations like Central Glass & Ceramic Research Institute and National Institute of Design have been engaged for organizing Design Development programmes to help the potters to manufacture products according to the requirement of modern customers both inside and outside the country. In order to provide marketing support to the terracotta artisans, State / district level exhibitions are being organized every year. Artisans are also encouraged to participate in the exhibitions organized by other agencies outside the State to extend marketability of their products.